

## WIC Client Education Video

### **Following WIC Rules, Using WIC Checks, and Shopping for WIC Foods**

#### About the video

The video was developed to reduce the amount of staff time used to educate clients about following WIC rules, shopping for WIC foods, and cashing WIC checks. The work was driven by a request from the Client Services Redesign Workgroup (CSR) and by the need to update information.

#### Development of the video

The Food Delivery System Training Team (FDSTT) workgroup at the State WIC office determined the key points that should be covered in the video. Members of this workgroup asked clients about how they would prefer to receive check education, about formats for the video, and about the desired length of time. Based on client feedback, it was determined to make the video short and to the point, 10 minutes or less, and narrated.

Staff at the State WIC office produced the video. This entailed writing the script, arranging locations and talent, videotaping the shots, recording narration, and editing.

The video shoot locations were the Community Action Council in Thurston County, the Thurston County Health Department, Franciscan Health Systems in Lakewood, and Top Foods in Olympia. Real WIC staff and store staff were used for the video, in addition to a former WIC employee with her children and a State staff person with her nephew. A WIC trainer was the narrator.

#### Testing the video's messages

The FDSTT workgroup members tested the effectiveness of the video's messages with clients and gathered feedback from WIC staff. Staff from five clinics, and clients from four sites, were consulted. A prevailing trend of responses from this testing helped determine the needed revisions.

#### Online and translated versions

The video is available to view from the WA State WIC Program's website in captioned and non-captioned versions, and will be translated into other languages.

## How to use the video

WIC staff will cover the key points of WIC rules and check education with clients. The video will be used to reinforce messages and to fill in the pieces staff may not have been covered verbally with the client.

## Key points of WIC rules

WIC staff are required to verbally cover the key points about WIC rules with clients. The key points are all of the bulleted items listed under point “3” of the Rights and Responsibilities form (“by signing this form I agree”).

1. All information I give WIC is true. WIC staff can check any of this information.
2. I will report any changes in my income, family size, or eligibility for Medicaid, Basic Food Program, or TANF (Temporary Aid for Needy Families).
3. I will follow the WIC Program rules listed on this form (Rights and Responsibilities). If I break these rules I understand:
  - I or my child can be taken off WIC for up to one year.
  - I can face legal charges.
  - I will have to pay money back to the program for the foods or formula I should not have received.
4. WIC staff can share information with my health care provider or another WIC clinic.
5. I give permission for WIC staff to take my, or my child’s height and weight. I allow WIC staff to take a small amount of blood to check my, or my child’s iron level. I understand this information is needed to help determine WIC eligibility.
6. I understand my rights and responsibilities for being on the WIC Program.

## The 6 Key Points of Check Education

Although providing complete check education is best, the 6 key points of check education can be used when time with clients is limited.

1. Use your checks only at the store that is listed on your check.
2. Use the checks during the appropriate times (first and last date to use).
3. Buy the approved WIC foods” (type and amount listed on the check)
4. The person who signs at the clinic must be the same person to sign at the store. (Indicate where and when to sign.)
5. Separate the foods from the other foods you are purchasing & according to each check.
6. Tell the checker, “I’m using a WIC check”.

When using the 6 key point method of check education, make sure clients are aware of resource tools where they can locate more information.

## Resource and education tools

A variety of tools have been developed to help clients understand how to follow WIC rules, shop for WIC approved foods and properly use WIC checks. Make sure clients are informed where to locate additional information.

These tools include:

- WIC Foods Brochure
- Back of WIC check
- WIC Appointment folder
- WA State Department of Health WIC program website
- Shelf talkers
- Rights and Responsibilities form

## WIC Foods Brochure

The WIC Foods Brochure offers a pictorial view of the approved WIC foods. The photos help clients recognize the correct foods to buy. Non-approved products are also identified. The back of the brochure provides a list of steps for using WIC checks.



Encourage clients to keep the brochure with their checks for an easy reference.

Remind clients that they can ask grocery store staff for help finding the WIC approved foods, and can call the WIC clinic if they have questions.

The brochure has been translated in Spanish, Russian, Vietnamese, Somali, Chinese, Arabic, Cambodian, and Korean.

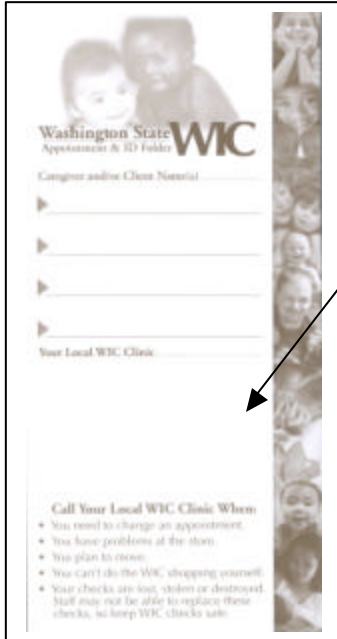
## The Back of the WIC Check

The back of the WIC check can be a good place to clarify some information about WIC approved and non-approved foods. It is a quick reference place for experienced WIC clients as they shop.

<b>CEREAL - Plain only, NO Individual Packets</b>	
Cheerios (plain or Multi-Grain)	Life (plain)
Chex - Corn, Rice or Wheat	Post Grape Nuts
Kellogg's Corn Flakes	Post Grape Nut Flakes
Kellogg's Special K (plain)	Cream of Wheat (hot-plain only)
Kix (plain)	
<b>JUICE - Unsweetened, Vitamin C fortified, NO Cocktails</b>	
<b><u>10, 11.5, or 12 oz. Frozen</u></b>	<b><u>46 oz. Cans or 46 oz. Plastic Bottles</u></b>
<b>Apple:</b> Seneca (red label)	<b>Apple:</b> Tree Top (green label)
Tree Top (green label)	<b>Grape:</b> Welch's 100% purple or white
<b>Grape:</b> Welch's purple, white, or blends (yellow lid/pull tab)	<b>Grapefruit:</b> Teksun Ruby Red Grapefruit
<b>Grapefruit:</b> Minute Maid with Calcium	<b>Orange:</b> Teksun
<b>Orange:</b> Minute Maid	<b>Pineapple:</b> Dole 100% Juice
<b>Pineapple:</b> Dole 100% Juice (plain)	<b>Vegetable:</b> V-8 100% Vit. A, C & E (blue lid)
<b>CHEESE - NO Canned, Service Deli, Flavored, Imported, Sliced, Shredded, or Grated</b>	
Cheddar (yellow or white; medium, mild, or sharp)	Mozzarella
Kraft Deluxe American (unsliced, blue box)	String Cheese (white; singles or bags)
Monterey Jack (plain)	Swiss

## WIC Appointment Folder

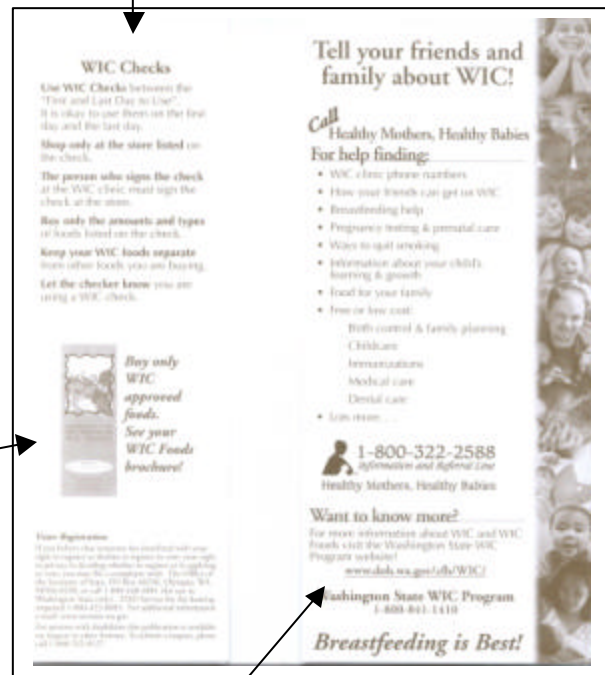
The WIC Appointment Folder provides the client with a wealth of information from the WIC clinic phone number to information about WIC checks. Please make sure to point out helpful areas to the client.



Make sure your clinic name, address and phone number are stamped here.

Show clients where they find the WIC check information.

Encourage clients to keep The WIC foods brochure with them in the folder to refer back to when shopping.



Show clients where the Washington State WIC Program's web address is found.

## WA State Department of Health WIC Program Website

The WIC approved food list, effective April 1, 2003 through March 31, 2006, is available on the WA State Department of Health WIC program website.

From the main WIC foods page, you can select any of the approved food categories to see a detailed listing of what you can and cannot get with WIC checks. The information posted on the website is consistent with the information found in the Retailer Handbook.

Show clients where they can locate the web address on their WIC Appointment Folder. The web address is: <http://www.doh.wa.gov/cfh/wic/>

### Shelf Talkers

Most WIC stores identify WIC approved foods by placing a bright green “shelf talker” below the



food. The brand, name and size of the product are listed. Mention to the client that these tags are sometimes accidentally moved, so it's best to read the information on the tag when shopping.

### Rights and Responsibilities Form

This form has detailed information about proper use of WIC checks and foods. Clients, or their caregivers, read and sign the form at each certification appointment, indicating that they understand and agree to follow the rules listed.

Since this form is considered a legal document and is used when prosecuting program violations, it is important for staff to verbally review this form with clients to make sure they are informed of the WIC rules; what is expected of them as participants, and what they can expect of WIC and store staff.